

**MINUTES OF AN REGULAR MEETING OF THE  
TORRANCE CULTURAL ARTS COMMISSION**

**1. CALL TO ORDER**

The Torrance Cultural Arts Commission convened in a regular session at 7:00 p.m. on Monday, March 19, 2012 in the West Annex meeting room, Torrance City Hall.

**2. FLAG SALUTE**

Commissioner Korman led the Pledge of Allegiance.

**3. ROLL CALL**

Present: Commissioners Bunting, Endo-Roberts,  
Korman, Rische, and Chairperson Candioly.

Absent: Commissioner Miranda.

Also Present: Cultural Services Manager Rappoport,  
Community Services Director Jones, and  
Senior Business Manager Minter.

**MOTION:** Commissioner Rische moved to grant Commissioner Miranda an excused absence for the March 19, 2012 Commission meeting. Commissioner Korman seconded the motion; a voice vote reflected unanimous approval.

**4. AFFIDAVIT OF POSTING**

**MOTION:** Commissioner Korman moved to accept and file the report of the City Clerk on the posting of the agenda. Commissioner Rische seconded the motion; a voice vote reflected unanimous approval (absent Commissioner Miranda).

**5. APPROVAL OF MINUTES**

**5A. MINUTES OF JANUARY 23, 2012**

**MOTION:** Commissioner Endo-Roberts moved for the approval of the January 23, 2012 Commission meeting minutes as submitted. Commissioner Rische seconded the motion; a voice vote reflected unanimous approval (absent Commissioner Miranda).

**6. ORAL COMMUNICATIONS #1**

None.

**7. OLD BUSINESS**

**7A. CHERRY BLOSSOM FESTIVAL UPDATE**

Manager Rappoport reported that the March 4, 2012 Cherry Blossom Cultural Festival at Columbia Park was a successful event and that the cherry trees were in

bloom. She noted that approximately 400 people were in attendance, including Commissioner Korman. She stated that there were 30 artists' booths, two cherry trees planted, and a mix of Asian dance and music. She mentioned that the planning committee met on March 19, 2012 to assess the event to make it even better next year.

**7B. LOS ANGELES CHAMBER ORCHESTRA'S "PLAY ME, I'M YOURS" PIANO PROJECT UPDATE**

Manager Rappoport regrettably announced that Torrance will probably not be part of the "Play Me, I'm Yours" project. She stated that she has not heard back regarding her proposal for the piano to be located in the outdoor section of Del Amo Mall and that the deadline for the project is March 19, 2012.

**8. NEW BUSINESS**

**8A. PRESENTATION OF THE ENTERPRISE FUND PROPOSED BUDGET REDUCTIONS AND/OR REVENUE INCREASES**

The Commission welcomed Community Services Director Jones and Senior Business Manager Minter.

Community Services Director Jones provided background on City Council's request for staff to identify an additional \$400,000 of reductions and/or revenue increases by February 2012. He noted that the Cultural Arts Commission and Parks and Recreation Commission developed and approved a Philosophy Statement in fall 2011 that would lay the groundwork for the types of services that the Department should offer the community. He stated that the management team and their staff worked for over a year evaluating every program area within the Cultural and Recreation Services Divisions, looking to find ways to be more efficient in operations while taking into consideration the Philosophy Statement in continuing to provide quality enrichment programs to the community.

He stated that the resulting body of work has found \$447,889 in reductions, deletions, and fee increases while still holding a tremendous quality, valuable program for the community. He noted that reductions, deletions, and fee increases go across the board and exceed the \$400,000 reduction goal, adding that the list of deleted programs has been prioritized to be brought back if funds are available. He noted that the highest priority in the Department has always been focusing on providing the greater service of subsidies to seniors and youth and asked Senior Business Manager Minter to discuss the Cost Recovery and City Subsidy Guidelines.

Senior Business Manager Minter presented an overview of the Cost Recovery/Subsidy Plan on Page 3 and Cost Recovery and City Subsidy Guidelines in Attachment C. He described components of Direct Program Costs and Indirect Division Costs and the identification of the appropriate subsidy levels to be recommended for each program. He explained the matrix of six categories for all the programs and services within the Enterprise Fund. He noted that a new category for 10% subsidized programs, Category 5, was added specifically for adult classes. He explained that this new category was added to emphasize the importance of covering the costs of classes for non-residents. As a result, while adult classes went from 20% to 10% subsidy, many youth classes went from 20% to 40% subsidy.

He discussed participation by non-Torrance residents and the main reasons why non-residents pay more to participate in Torrance classes. He stated that in 2009 the non-resident fee was raised from \$10 to \$20 per class, resulting in a decrease in participation and class cancellations. He reviewed the chart of Impact of Fee Increases over the last four years on page 7 of the material of record. He stated that the average class fee in 2008 was \$66.35 and in 2011 was \$81.39. He noted that total enrollments, both resident and non-resident, have decreased every year since 2008. He pointed out that the net revenue has remained constant but that less people are being served.

Senior Business Manager Minter stated that, in response, staff has created a tiered system for non-resident fees based on a non-resident fee of 10% of the value of the class, with a maximum of \$20 per class. He expressed hope that some of the non-residents will return and help meet minimum enrollment levels. He stated that some non-resident fees cannot be charged if classes are held at facilities constructed or updated using Proposition A Grant funds. He noted that the City's subsidy of 10% for adult classes would be covered by the additional fee paid by the participant.

Community Services Director Jones stated that the most important thing for the Department to focus on is providing quality programming and quality customer service to draw participants back as the economy improves.

Senior Business Manager Minter summarized the Cultural Services Division as well as the Recreation Services Division Cost Recovery and City Subsidy Plan for fiscal year 2012-2013 in Attachment B. He noted that the proposed adjustments to programs, events, classes, and staffing are broken down into three categories: deletions, reductions, and fee increases. He reviewed proposed deletions in Attachment A that include elimination of a vacant full time Typist Clerk position, Works in Progress, Shakespeare in the Park, Symphony in the Park, Concert in the Park, school year park program at Pueblo Park, and Saturday hours at the ATTIC. He described proposed reductions for part time labor, materials and supplies, and contracts as well as fee increases that include after school programs, swim and water polo programs, and day camp rate.

Community Services Director Jones reviewed the Executive Summary and stated that the plan will go into effect on July 1, 2012 and that it is a working document that staff will need to review every year. He discussed future Cost of Living increases and his recommendation that if increases are provided to the indirect divisional costs (full time labor) that this same amount of funding be added to the City subsidy level.

Chairperson Candioly commended staff for doing everything in its power to maintain as much as possible the status quo for the people of the City.

Manager Rappoport stated that the process allowed staff to prioritize and reevaluate criteria for classes.

Commissioner Bunting questioned how expanding plans for the Wilson Park Amphitheatre could be justified and staff explained that capital funds are different than operating funds.

Commissioner Korman expressed concern that the Amphitheatre would be built but now the Torrance Symphony is unable to perform there.

Commissioner Endo-Roberts expressed hope that in the future the State may begin providing grants again.

**8B. APPOINTMENT TO GRANT REVIEW COMMITTEE**

Manager Rappoport informed Commissioners that Commissioner Shwartz was recently appointed to the Civil Service Commission and that another appointment would not be made until May 2012. She recommended that another Commissioner be appointed to the Grants Committee so that there are three members reviewing the grant proposals.

Commissioner Endo-Roberts offered to serve on the Grants Committee until a new Commissioner is appointed.

**9. STANDING COMMITTEE REPORTS**

**9A. EXCELLENCE IN ARTS**

No report.

**9B. FACILITIES COMMITTEE**

Manager Rappoport reported that staff is waiting for cost estimates from Land Concern for the Wilson Park Amphitheatre project.

**9C. GRANT REVIEW COMMITTEE**

Manager Rappoport reported that Grant applications have been sent out.

**10. MONTHLY DEPARTMENT REPORTS**

Manager Rappoport noted that the Cultural Services Division Report for February 2012 was included in agenda packets. She reported that Torrance Theatre Company's "...And Then There Was Nun" opened on March 2, 2012 at 1316 Cabrillo Avenue and continues through March 31, 2012. She noted that the next Torrance Art Museum exhibition begins mid-April 2012. She stated that their intern Esther is leaving and distributed a card for Commissioners to sign.

**11. ORAL COMMUNICATIONS #2**

**11A.** Commissioner Korman announced a Young Artists concerto competition on April 21-22 at Torrance High School and Torrance Symphony fundraiser on May 19. She stated that she enjoyed "...And Then There Was Nun."

**11B.** Commissioner Rische stated that she attended "...And Then There Was Nun."

**11C.** Commissioner Endo-Roberts stated that tried to get tickets for "...And Then There Was Nun" for the last weekend but it was sold out, but that she was able to go the weekend prior.

**11D.** Commissioner Bunting stated that she visited the Orange County Museum of Art and that she has started a consulting job at the Hammer Museum.

**11E.** Chairperson Candioly discussed his visit to Pennsylvania and the Penn Museum.

**12. MOTION:** At 8:25 p.m., Commissioner Korman moved to adjourn the meeting to Monday, April 16, 2012 at 7:00 p.m. in the West Annex meeting room at Torrance City Hall. Commissioner Endo-Roberts seconded the motion and, hearing no objection, Chairperson Candioly so ordered.

Approved as Amended April 16, 2012 s/ Sue Herbers, City Clerk
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